

Broad Creek Revitalization and Implementation Plan

November 4, 2004

Questions:

- Can high power investors alter the plan? Are there any safeguards from investors taking over and changing the plan?

The Broad Creek Strategic Revitalization Plan will be adopted by City Council as an amendment to the *General Development Plan for Norfolk*. Significant changes in the plan will have to be requested and approved by City Council through a public process.

- The Plan should address parking and increased traffic volume. Are there any plans to address traffic?

A transportation analysis was conducted and evaluated as part of the planning process. The study determines that the existing roadway system in Broad Creek generally has sufficient capacity to handle existing traffic volumes, with the exception of peak hour congestion at the Park Avenue/ Brambleton intersection. As specific projects such as the proposed retail center and other major development initiatives are implemented, their impacts on the existing roadway network and parking will be evaluated and circulation and capacity improvements put into place if required to accommodate increased traffic and additional parking requirements.

It is also expected that NSU will identify and implement solutions to the problem of spillover parking in adjacent neighborhoods in its Institutional Development Master Plan.

- How will Norfolk State University's growth affect the community?

The growth of Norfolk State University will be outlined in its Institutional Development Master Plan. The Broad Creek Strategic Revitalization Plan provides opportunities for the growth of NSU to blend new office residential and retail development in a manner that will both respect and enhance the existing and new proposed residential components.

From a service and programmatic standpoint, it is envisioned that NSU will be the centerpiece of a proposed arts, academic and technology district theme for Broad Creek that will attract jobs, new employers, and people of culturally, socially and economically diverse backgrounds to the community.

- What are the possibilities of extending current transit services (i.e., NET) and adding new services (i.e., light rail)?

While transit service to the area is presently limited to buses (which will likely continue), future light rail services to Broad Creek is planned by Hampton Roads Transit as part of the Norfolk Light Rail Transit (LRT) Project.

- Will schools be built or rebuilt to accommodate influx?

The Norfolk Public School System will evaluate the need for and improvement of existing facilities and any future needs for additional facilities.

- What other recreational facilities are being considered if the desired Salvation Army Center does not come through?

The Broad Creek Strategic Revitalization Plan identifies a location for a “Civic Square” at the intersection of Ballentine Boulevard and Princess Anne Road. The Civic Square is defined by the co-location of the Bowling Park Elementary School, a 35,000 square foot, state-of-the-art anchor branch library with an expansive cyber center, and a modern community center complex. The potential selection by the Salvation Army for the development of a Ray and Joan Kroc Recreation Center in Broad Creek would be a tremendous resource for the community. The alternative will be that the City will implement its initial plans with City funds.

- Will there be additional recreational and cultural facilities?

The proposed parks and open space system includes recreational opportunities accessible to Broad Creek residents. The concept is to provide parkland and small-scale recreational facilities (playgrounds, outdoor gathering areas, non-programmed park spaces, etc.) convenient to the community.

The proposed open space system would incorporate existing park and open space areas, parks established through redevelopment or other opportunities, school grounds, wetlands and storm water management areas, bicycle and pedestrian paths.

Additional culturally venues, in addition to those currently existing, will be developed and linked to the community through a collaborative effort as the arts, academic, and technology components are expanded and implemented.

- How will waterways and water travel affect our community?

Waterways along the Elizabeth River are defined by the Plan as opportunities for recreation, living, and other leisure venues that will serve the diverse interest attracted to Broad Creek.

- Is the City aware that the Home-A-Rama 2005 site experiences strong odors from the nearby City waste station?

The City has purchased the waste station and will be removing it from the area.

- Will Moton Circle remain?

The Norfolk Redevelopment and Housing Authority is pursuing additional funding under the HOPE VI Program to assist with the redevelopment of Moton Circle. The same funding initiative used for the redevelopment of Roberts Village and Bowling Green.

- Why did the plan not include Ingleside?

Ingleside is not within the boundaries of the area defined as Broad Creek.

- What is going to happen with the Middletown Arch green space?

The open space at Middle Town Arch is identified by the Plan as a potential for the future development as a community park with passive uses and could serve as a picturesque gateway into the community.

- Are there enough sound barriers along Interstate 264?

The Plan does not address this issue. Virginia Department of Transportation will be asked to evaluate.